

**Abstract**

A tray for selectively heating or cooling the contents of the tray comprises a container body having a material chamber for containing said contents. The tray is specifically configured to heat or cool solid, semi-solid or viscous materials. The container body is generally flat wherein the width of the container body is greater than its height. The container body has a first compartment for housing a thermic module and a second compartment for containing the contents to be heated or cooled. Within the thermic module, an internal exothermic (or, alternatively, endothermic) chemical reaction is initiated to heat (or cool) the contents when a user actuates the thermic module. The thermic module comprises two reactant chambers separated by a breakable barrier, an actuator, and a piercing member movable between a retracted position and an extended position in response to a force placed on a portion of the actuator. A distal end of the piercing member breaks said breakable barrier when the piercing member is forced into the extended position to allow mixing of the reactants in the two reactant chambers.